

# Internship Report

Summer 2016



**robi**



Internship Report On

**“Campaign Evaluation of Robi Axiata Limited on  
Winback Offer”**

**Course: BUS400**

**Summer 2016**

**Prepared For**

Md. Tamzidul Islam

Assistant Professor

BRAC Business School

BRAC University

**Prepared By**

Nishat Nabila

ID: 12104252

BRAC Business School

BRAC University

**Date of Submission: 30.08.2016**

## **Letter of Authorization**

30. 8.2016  
Nishat Nabila  
ID: 12104252  
Summer 2016  
BRAC Business School  
BRAC University

**Subject: Authorization Letter.**

Dear Student,

I Md. Tamzidul Islam, Assistant Professor of BRAC Business School is authorizing you to conduct an internship project on BUS400. I have chosen your topic based on your major side of your BBA program, which is the Campaign Evaluation of Robi Axiata Limited on Winback Offer.

Wish you the best!

Sincerely,

---

Md. Tamzidul Islam  
Assistant Professor  
BRAC Business School  
BRAC University

## **Letter of Transmittal**

30th August 2016

Md. Tamzidul Islam

Assistant Professor

BRAC Business School

BRAC University

### **Subject: Submission of Internship Report.**

Sir,

I hereby submit my internship report titled “**Campaign Evaluation of Robi Axiata Limited on Winback Offer**”. In this report, I have tried to analyze the performance of one of the main campaigns of quarter two (May to August) which is **Winback Offer**. I sincerely hope that this report will meet your expectations.

I would like to add here that this internship at Robi Axiata Ltd has exposed me to an additive world of creativeness and social recognition. I have learned about different kinds of marketing and how to maintain the value of a brand and its products.

Thank you for being kind enough to give your support and valuable feedback.

Sincerely Yours,

Nishat Nabila

ID: 12104252

Summer 2016

BRAC Business School

BRAC University

## **Acknowledgement**

I want to start this report by acknowledging the fact that I wouldn't have completed this report without the strength and patience blessed on to me by Almighty Allah.

After that my most sincere thanks goes to my honorable academic supervisor, **Md. Tamzidul Islam, Assistant Professor of BRAC Business School, BRAC University** for his superb direction, suggestions and valuable feedback in completion of this report. Without his unbiased support and encouragement, this report would not have been completed.

I want to express my sincere gratitude and respect to **Mukit Ahmed, General Manager of Social Media Brand & Market Communications of Market Operation Division, Robi Axiata Limited** for accepting me to work in this renowned telecom company and for guiding me throughout my internship. I also want to thank a team of specialists who have given tremendous amount of support and kindness and walked me through this whole program.

Thank you **Md. Arfaul Alam** for briefing me and giving me small or medium sized tasks. I am also greatly indebted to **Maimuna Akhter and Nidal Mohammed Alam** for showing me how to deal with work and the right way of communication and for providing me the campaign case studies. I will be always grateful to **Sanjida Roushon Hashi** for teaching a lot of office etiquettes, corporate culture. I have to thank **Md. Asif Alam, Md. Faisal Imam, Muyeed Hasan** and **Mayan Mahamud** for those special treats and support

## **List of Abbreviations**

|      |   |
|------|---|
| GPRS | General Packet Radio Service            |
| CDMA | Code Division Multiple Access           |
| IVRS | Interactive Voice Response System       |
| GSM  | Global System For Mobile Communication  |
| OCS  | Online Charging System                  |
| USSD | Unstructured Supplementary Service Data |
| VAS  | Value Added Service                     |
| SD   | Supplementary Duty                      |
| ROI  | Return On Investment                    |
| PHS  | Personal-Handy Phone System             |
| FOMA | Freedom Of Mobile Multimedia Access     |

# **Table of Contents**

|   |           |
|---|-----------|
| Executive Summery.....                                | 8         |
| <b>Chapter 1: Introduction.....</b>                   | <b>9</b>  |
| Telecommunication in Bangladesh.....                  | 10        |
| Origin of the Report.....                             | 12        |
| Objective.....  | 12        |
| Methodology.....                                      | 13        |
| Scope.....  | 14        |
| Limitations.....                                      | 14        |
| <b>Chapter 2: The Organization.....</b>               | <b>15</b> |
| Company Overview.....                                 | 16        |
| History.....  | 18        |
| Brand Elements of Robi Axiata Limited.....            | 20        |
| Product and Service Offerings.....                    | 22        |
| Divisions of Robi Axiata Limited.....                 | 29        |
| Operational Network Organogram.....                   | 30        |
| Principles and Purpose.....                           | 31        |
| Corporate Social Responsibility.....                  | 32        |
| <b>Chapter 3: Job Overview.....</b>                   | <b>34</b> |
| Designation.....                                      | 35        |
| Core Responsibilities.....                            | 36        |
| Other Responsibilities.....                           | 41        |
| Critical Observations and Recommendation.....         | 41        |
| <b>Chapter 4: Campaign Analysis and Response.....</b> | <b>43</b> |
| Marketing Campaigns of Robi.....                      | 44        |
| Types of Campaign in Robi.....                        | 44        |
| Winback Offer.....                                    | 45        |
| The Package.....                                      | 45        |
| Detail of the Winback Q2 Offer.....                   | 46        |

|   |           |
|---|-----------|
| Objective of This Campaign.....                         | 47        |
| Target Audience.....                                    | 48        |
| Market Segment.....                                     | 49        |
| Method of Contact.....                                  | 50        |
| Marketing Mix.....                                      | 51        |
| Approaches To Positioning Through Brand or Service..... | 53        |
| Robi's Role as an Advertiser.....                       | 54        |
| What Agencies Had Done? .....                           | 55        |
| Budget and Costing.....                                 | 55        |
| How The Campaign Supported Pull Strategy.....           | 55        |
| Consumer Learning Process.....                          | 56        |
| Specific Competitors' for This Campaign.....            | 58        |
| Competitive Advantage.....                              | 60        |
| SWOT Analysis of Winback offer.....                     | 62        |
| Response on Winback Campaign. ....                      | 63        |
| <b>Chapter 5: Findings and Recommendations.....</b>     | <b>65</b> |
| Findings.....   | 66        |
| Recommendations.....                                    | 67        |
| <b>Chapter 6: Conclusion.....</b>                       | <b>68</b> |
| Conclusion.....   | 69        |
| References.....   | 70        |



## **Executive Summary**

Robi Axiata Limited. is one of the leading and fastest growing telecommunications company in Bangladesh. From Day one, Robi has been increasing its services to meet up customer demands - ranging from voice and high speed Internet services to custom-made telecommunications solutions. For completion of my graduation program, it is important to complete the BUS-400 course which is an Internship Program. This internship was a three month long program which gave me a valuable 3 month experience of the real world. I am glad that I got the opportunity to do my Internship at Robi Axiata Ltd. The department in which I have worked had the task to create, maintain and analyze the social media campaigns and provide online customer service segments. In this report, a brief description has been given about the types of campaigns and how they play a vital role in the online recognition of Robi. This report also encompasses particular sections that are dedicated to portray my personal viewpoints, experiences, tasks, observations and conclusions from my internship in this company. My report also outlines the company overview, marketing campaigns and their differences and strategies as well as the experience gained from the internship along with some recommendation and conclusion.



## Chapter 1: Introduction

## **Telecommunication in Bangladesh**

Bangladesh's telecommunications sector began with small steps in 1989 with the issuance of a license to a private operator. Bangladesh was the first South Asian country to adopt Cellular technology back in 1993 by introducing Advanced Mobile Phone System (AMPS). Though the license was issued back in 1989 but it took several years to launch the services. Back in the days, the network coverage and number of subscribers had remained very limited due to the higher Sim card/ Subscription price and also the call tariff was expensive. (All ABOUT BD, 2011)

In 1996, government led by Prime Minister Sheikh Hasina, awarded three GSM licenses because the market was very much monopolistic due to which the subscription price and also the call tariff was high, thus making the cellular technology affordable to the mass people. The incentives both from government and public sectors have helped to grow this sector. It is now one of the biggest sectors of Bangladesh. Being a heavily populated country, it has attracted many foreign investors to invest in this sector. (Mobile Subscribers in Bangladesh, 2016)

| OPERATOR                                      | SUBSCRIBER (IN MILLIONS) |
|---|--------------------------|
| Grameen Phone Ltd. (GP)                       | 56.909                   |
| Banglalink Digital Communications Limited     | 31.941                   |
| Robi Axiata Limited (Robi)                    | 27.442                   |
| Airtel Bangladesh Limited (Airtel)            | 9.892                    |
| Pacific Bangladesh Telecom Limited (Citycell) | 0.702                    |
| Teletalk Bangladesh Ltd. (Teletalk)           | 4.490                    |
| <b>Total</b>                                  | <b>131.376</b>           |

**Table 1: Total Mobile Subscribers of Bangladesh**

The basic function of telecommunication is to connect people through voice transfer and via Internet. Other than this basic function, telecommunication is coming up with new services to provide their clients with some unique and innovative services which will create value to their services. Telecommunication industry is providing various solutions in our everyday life which is making our life more easy and smooth. Connecting people anywhere on the world is so much easy and economic than before.

Mobile phone is becoming a very common measure of communication in our country. The number of mobile user is increasing day by day. Currently there are 131.376 million mobile subscribers all over Bangladesh. It is very attractive market for the mobile connection providers. Presently there are six companies in the market. Each of them is trying to maintain and increase their market share. Among them Robi Axiata Limited is one of the leading companies in this sector.

With the help of telecommunication industry, Bangladesh Government wants to move towards digitalization through the project which is known as “**Digital Bangladesh**”. By this project government wants to create a platform where product purchase and services can be provided through digital media, and it all started with the introduction of submarine cable and most importantly the 3G network for all the telecommunication companies. As we are moving towards digitalization, companies also trying to keep in touch with their customers by providing services through internet. (BTRC, 2016)

As smartphones getting cheaper and more accessible most of the people in Bangladesh are using Facebook. Interestingly the first experience for many people with Internet has been Facebook, so don't be astonished when people in the rural area know Facebook the word Internet. That is why besides having an official website page most of the companies now started having their own official pages or account in different social media like Facebook, Twitter, Instagram. They are also creating YouTube channel to show their advertisements and many other campaigns.

## **Origin of the Report**

Internship program is an academic requirement to complete the graduation program for the BBA students in BRAC University. The main purpose of doing internship is to fulfill the requirements of BUS-400 course and also getting experience of actual job world. The main challenge for interns comes when they need to relate all the theories which they have learned from other academic courses with the real life experience.

The learning and getting experience of internship program have following purposes:

- To get the chance of comparing real scenario with the theoretical lessons learned in BRAC University
- To have the experience of corporate life and environment
- To understand the possible future work field
- To get experience of computer work in corporate meadow
- To complete the academic requirement of BBA program

This report is the outcome of three months long internship program conducted in Robi Axiata Limited. It is also prepared based on the requirement for completion of the BBA program of BRAC Business School. As a result I need to submit this report based on the **“Digital Marketing Campaign Analysis of Robi Axiata Limited”** as I have completed my internship in Social Media of Market Operation Division from Robi. Under the proper guidance of onsite supervisor Md. Arfaul Alam, I have conducted the Campaign Analysis of Robi Axiata Limited. My faculty supervisor Md. Tamzidul Islam, Assistant Professor of BRAC Business School, also approved the topic and authorized me to prepare this report as part of the fulfillment of this internship program with proper guidance and assistance over time.

## **Objective**

### **General Objective**

The general objective of making this report is mainly to fulfill the Bachelor of Business Administration (B.B.A) degree requirement under the faculty of BRAC Business School, BRAC University and also to know about Robi’s digital marketing state in the telecom industry of Bangladesh.

## Specific Objective

1. To evaluate the type of digital marketing campaigns of Robi obtained to make difference
2. To analyze the performance of Robi's digital marketing campaigns
3. To identify the future vision of Robi in Telecom Industry of Bangladesh
4. To focus on overall condition of telecom industry of Bangladesh
5. To know the position of Robi in Bangladesh regarding digital marketing

## Methodology

The internship has been conducted in a systematic procedure starting from selection of the topic to final report preparation. The overall procedure and process of methodology followed in the study is enlightened more.

### ✓ Primary Sources:

The primary sources of are:

- Online task
- Relevant online data
- Direct observation of Robi's official fan page (ROBIFANZ) on Facebook and YouTube Channel
- Face to face interview with the supervisor and some of the specialists of Social Media team

### ✓ Secondary Source

The secondary sources are:

- Official Website: <https://www.robi.com.bd/>
- Local Online Ad market: <https://www.green-red.com/>
- Excel sheet report from official Social media pages and accounts e.g. Facebook, YouTube and advertisement agency accounts like G&R, Google AdWords
- BTRC website: <http://www.btrc.gov.bd/>

- Other relevant websites
- Different Reports, Articles and different publications of Robi and the other operators in Bangladesh.

## **Scope**

The report deals with the analysis of the online marketing campaigns of certain products. The study allows learning about the current scenario of a segment of the telecom industry. It will also help to learn the practical procedures followed by the leading organizations. The team members at my department had the best knowledge about the subject and were helpful.

## **Limitations**

While making this report there were a lot of limitations. The major limitation was the availability of information. Most of my job related information was verbal and information is scarce, confidential and limited. There was no system of archiving the data of an expired campaign.



## Chapter 2: The Organization



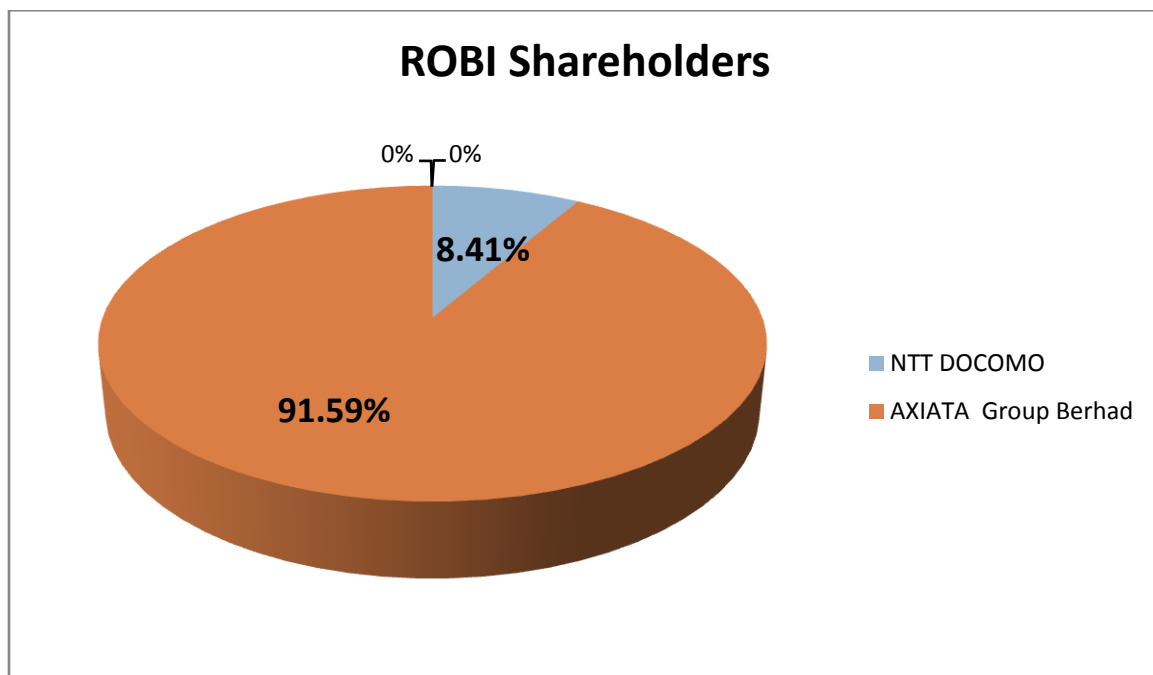
## **Company Overview**

Robi Axiata Limited is one of the most dynamic telecommunication operators in Bangladesh. The company is a joint venture of two leading telecom group, Malaysia's **Axiata Group Berhad** and Japan's **NTT DoCoMo Inc.** Axiata holds the majority 91.59% share of Robi and NTT DoCoMo Inc. have the rest 8.41%. (Robi Corporate, 2016)



**Axiata Group Berhad:** Axiata is an emerging leader in Asian telecommunications. Axiata has invested in mobile network operations, network infrastructure and digital internet companies. They also run their operations in Malaysia, Indonesia, India, Sri Lanka, Bangladesh and Cambodia. They have approximately 290 million mobile subscribers in 10 countries across the Asia and it is listed on Malaysia's stock exchange (Bursa Malaysia). (Axiata, 2016)

**NTT DoCoMo Inc:** NTT DoCoMo Inc is the world's leading mobile communications company and the largest mobile operator in Japan. DoCoMo serves over 56 million customers, including 44 million people subscribing to FOMA™, start on as the world's first 3G mobile service based on W-CDA in 2001. This company also offer a wide range of leading-edge multimedia services, including i-mode™, the world's most trendy mobile email / internet service. They also have many more additions like mobile with credit card function and other e-wallet functions so that DoCoMo mobile phones can be a highly multipurpose tools for daily life. (NTT DOCOMO, 2016)



**Figure 1: Percentages of ROBI Shareholders**

Robi has incredibly developed its services to meet the rising needs of customers, ranging from voice and high speed internet services to modified telecommunication services. As a customer-focused information interactions company, Robi believe in providing better-quality service that leads to good business and good development in the society. As Robi believe in quality and changes with time, they always focus on how to upgraded and expands their network for providing more better and efficient services to their subscribers.

Robi services include 2G and 3.5G voice, CAMEL Phase II and III and 3.5G Data/GPRS/EDGE service with high speed internet connectivity. Its GSM service is based on the robust network infrastructure and cutting edge technology. Robi has the extensive range of International Roaming coverage in Bangladesh connecting 600 operators across more than 200 countries. The customer centric solution takes in the value added services (VAS), quality customers' care, digital network security and flexible tariffs, with making different apps to make customer experience even better. (Robi Corporate, 2016)

## **History**

In 1997, Robi Axiata Limited started its journey in Bangladesh with the brand name “**AKTel**”. They commenced as a joint venture company between Telekom Malaysia and AK Khan and Company and the company formerly known as Telekom Malaysia International (Bangladesh).

In 2008, AK Khan and Company sold its partnership (30% stake) to Japan’s NTT DoCoMo Inc. company for US\$350 million.

In 2010, the name of the service was rebranded as “**Robi**” which means sun in Bengali language. Besides that it also obtained the logo of company Axiata Group.

In 2013, NTT DoCoMo Inc. lessen its ownership to 8% for Axiata Group to take 92% share. (Wikipedia, 2016)

In 2014, Robi’s official Facebook page (RobiFanz) has ranked the second position in the world, in terms of socially devoted brand. The recognition comes from ‘Socialbakers’ – a globally recognized online analytics publishing company. The rankings determine on some particular parameters like ‘response time’ to answer a query made on the Facebook page, the ‘response rate’ and the ‘answered minus ignored questions’. On this year Robi’s Facebook page had more than 1 million people in ‘RobiFanz’ and the average response time was 22 minutes and the response rate w 99.24%. (Hifi Public, 2014)



In 2016, Robi won the title of World's #1 Socially Devoted Brand for the first Quarter (January-March) by 'Socialbakers'. This time they won the position with more than 6 million people in 'RobiFanz' and the average response rate was 15 minutes and a impressive response rate of 99.59%. (Robi's Press Release, 2016)



In 2016, it is announced that Robi Axiata and Airtel Bangladesh will merge and the combine entity will be known as Robi. In September, Robi-Airtel merger gets the approval by the Prime Minister of Bangladesh Begum Sheikh Hasina. The merger fee will be Tk 100 crore and this entity will be the second largest operator in Bangladesh after Grameenphone in terms of subscribers. I the merged entity, Axiata Group will win 68.7% controlling stake, NTT DoCoMo 6.3% and Bharti Airtel will get 25% stake. (Star Business Report, 2016)

### SHAREHOLDING AFTER MERGER

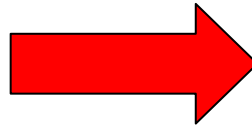


**Figure 2: Robi-Airtel Shareholding after Merger**

## **Brand Elements of Robi Axiata Limited**

To establish the new brand, Robi is using new and unique brand name as well as many other brand elements. The elements are:

- **Logo :**



In 2010, the service name was rebranded as “ROBI” which means the first gleam of light that show us the day. By changing the name to a Bengali word, the company aims to aligning its services to the local people, culture and tradition. It creates an emotional and cultural bondage with the company and people. This new logo can be called as the heart of their new brand and it’s a symbol of balance, change and movement. (Dhaka Mirror, 2010)

- **Brand Alpona:**



The Alpona is one of the most creative expressions of Bengali graphic arts. Robi's Alpona theme is uniquely created especially for them. Alpona is vibrant and modern. Besides a Bengali brand name they also try to keep the touch of Bengali culture.

In Bangladesh, we celebrate the Bengali New Year (Pahela Baishakh) very colorfully and cheerfully with drawing Alponas on roads and faces. It's a part of our tradition and Robi takes this as a symbol of their brand in a very good manner. They use this graphic art very creatively for showing as a network symbol as well as mobile network symbol. (Wikipedia, 2016)



- **Operator Number**



Robi uses the following numbering scheme for its subscribers:

**+880 18 N<sub>1</sub>N<sub>2</sub>N<sub>3</sub>N<sub>4</sub>N<sub>5</sub>N<sub>6</sub>N<sub>7</sub>N<sub>8</sub>**

Here, **+880** is the international subscriber dialing code for Bangladesh, **18** is the access code for Robi permitted and assigned by the Government of Bangladesh. Omitting **+88** will require to use **0** in place of it instead to represent local call, hence **018** is the general access code and **N<sub>1</sub>N<sub>2</sub>N<sub>3</sub>N<sub>4</sub>N<sub>5</sub>N<sub>6</sub>N<sub>7</sub>N<sub>8</sub>** is the subscribers number.

- **Slogan**



After re-branding, Robi is using this bangle slogan “Joley Uthon Apon Saktite” which means “Rise Up With Your Will-Power”.

- **Company Name**

an **axiata** company

Robi uses the name “Axiata” in every official documents and campaigns to give you an idea about that it’s a part of AXIATA COMPANY.

## **Product and Service Offerings**

Robi offers a wide range of products and services to give the customers the flexibility to choose one that suite their preferences. It offers wide range of value added products and services such as SMS, MMS, GPRS, EDGE, 3.5G HSPA, International Roaming, SMS Banking, Mobile Banking, Caller Ring Back Tone, Welcome Tunes, Voice Greeting, Call Blocking and Bengali SMS. Robi also has the widest International Roaming coverage among all the operators in Bangladesh.

Robi mainly offers two types of product based on the subscription category for the common subscribers and they are:

1. Prepaid Package and
2. Postpaid Package

Both packages have 5% Supplementary Duty (SD), 15% VAT on tariff inclusive of SD and 1% surcharge on base tariff will be applicable. (Robi Packages, 2016)

## ✓ **Prepaid Packages:**

Robi offers to its customers the most affordable benefits and associated values to provide the best mobile experience in Bangladesh with superior OCS network. It has recently simplified its prepaid offerings so that packages can be more convenient for its subscribers to choose a package that suites their needs best. There are:

1. Unlimited FNF
2. Hoot Hut Chomok 32
3. Robi Club 34
4. Goti 36
5. Nobanno 37
6. Shorol 39

## **Prepaid Package Benefits:**

- Unlimited FnF numbers facility
- Priyo number facility (Super FnF)
- Cluster of packages to fulfill your desired benefits
- Simple package change facility through USSD codes
- Range of special Bundle and Combo offer to fulfill your Voice and VAS desire
- Full BTCL connectivity with FREE BTCL incoming
- Extended and simplified recharge validity for ease and freedom
- Nationwide EasyLoad facility
- Nationwide high speed internet connectivity
- All available Value Added Services (e.g. SMS, MMS, Internet, GoonGoon, Ringote, Wallpaper, Games, Animation downloads) (Robi Packages, 2016)



### Uniqueness of Robi's Prepaid Package:

For the very first time Robi launched a unique service for the mobile subscribers in Bangladesh. Robi gives this opportunity to the subscribers to change their prepaid packages, call rates and benefits simply by inputting the USSD codes provided below (Robi Packages, 2016):

| Package            | Short Code for Migration |
|--------------------|--------------------------|
| Hoot Hut Chomok 32 | *8999*32#                |
| Robi Club 34       | *8999*34#                |
| Goti 36            | *8999*36#                |
| Nobanno 37         | *8999*37#                |
| Shorol 39          | *8999*39#                |

**Table 2: USSD codes of Robi's Prepaid Packages**

#### ✓ **Postpaid Packages:**

Robi's currently provides only three types of post-paid packages for their subscribers.

They are:

1. Postpaid Pack 1
2. Postpaid Pack 2
3. Postpaid Bundle Offers

### Postpaid Package Benefit:

Robi's Postpaid customers can check their Postpaid bill information and payment through any of the following ways (Robi Packages, 2016):

- Web bill
- E-bill
- SMS
- USSD
- Customer Care Center

The Postpaid bill can pay into many ways and those are:

- Scratch Card
- Auto Debit
- Easy Load
- Bank
- Customer Care Center

### Uniqueness of Robi's Postpaid Bundle offer:

Robi has introduced their most affordable Postpaid combo packages for their all Postpaid subscribers. By this combo packs, for the first time Robi Postpaid subscribers get the full freedom of choosing/purchasing their preferred bundle packs through SMS instantly from anywhere & anytime. The USSD codes for subscribing the Postpaid Bundle offer packages are given below:

| Bundle Price (excl. VAT & SD) | Bundle Purchase Keyword | Bundle Purchase SMS Code | Bundle Amount        |      | Bundles Validity |
|-------------------------------|-------------------------|--------------------------|----------------------|------|------------------|
|                               |                         |                          | Voice                | Data |                  |
| BDT 499                       | P499                    | 8555                     | 500 min (On-net)     | 2 GB | 30 days          |
| BDT 999                       | P999                    | 8555                     | 1000 min (any Local) | 4 GB |                  |

**Table 3: Postpaid Bundle offers**

#### ✓ Internet Service

Robi offers high speed internet with 3.5G network infrastructure in a wide coverage map. 3.5G network is the Robi's third generation of mobile communication technology that will allow the customers to surf the internet with speeds which is three times faster than 2G technologies. Each generation provides higher data and additional capabilities. Robi's 3.5G is the enhanced version of the 3G network and that offers higher mobile internet speed of up to

21Mbps, while 3G offers internet speed up to only 384Kbps. However, the average data speed of downloading is usually in the region of 1-3Mbps.

Robi has different types of Internet package for their subscribers and those are:

- Social and video packs
- Monthly packs
- Weekly packs
- Daily packs
- Combo bundle
- Night packs

### Uniqueness of Robi's Internet Service:

Robi offers three unique services for the internet users. These idea of services make Robi different from its competitors and those are (Robi Internet, 2016):

1. **ibuddyPacks:** To enjoy this service subscribers need to download the app from Google Play Store and to be registered. With this app subscriber can easily purchase internet pack based on using duration started from 10 minutes (2tk/10mins) to 10 hours (60tk/10hrs).
2. **myNet :** Robi allows its internet users to create their own customized pack. Internet subscribers have the freedom to choose internet volume along with validity and create their own personalized internet pack.



3. **ShareMyNet:** From August 2015, Robi started internet data sharing service by which the principal data user will be able to allow data sharing with any Robi subscribers as per own choice and also can allocate the quantity of data volume from the purchased ShareMyNet packs with the data sharing group members.

### ✓ **Value Added Services (VAS):**

Robi offers various type of value added services (VAS) for its subscribers. Robi is the pioneer of VAS products. They introduce many VAS for the first time in Bangladesh like Call block service, Phone backup service, Café 8000, Balance Transfer, Robi Radio, Missed call alert service, Push mail. These value address services are categorized as SMS & Messaging, Calling & Mobile Management, Social & Chat, Music, Finance & Career, Information Services, Robi News Services, Islamic Services, Lifestyle & Education, Loyalty Program, Entertainment, and Multimedia. (VAS, 2016)

### ✓ **Robi's Digital Services:**

- bdapps.com
- bdtickets.com
- Recharge Plus
- Robi Cash Point
- Robi Tracker

### ✓ **Robi's Other Packages And Services:**

- Robi Corporate
- International Roaming
- E-care
- Current offers
- International Calling Charge
- Live chat

### ✓ **Priority Service:**

Robi believes in rewarding some relationships. Based on this think they grant all postpaid customers with **Aging-Based discount** which is upto 5% discount on their monthly bill without any registration. Postpaid users 1 to 3 years will get 2% and more than 3years user will get 5% discount on their monthly bill. To get this discount, postpaid subscribers need to follow some other particular terms and conditions which are given in their official website page under Postpaid information. (Robi Discounts, 2016)

Robi's latest effort to delight their customers is **Robi "Dhonnobad" Program**. (Dhonnobad Program, 2016) Robi also believes that each and every customer deserves to get something based on users category. Robi categorized their all customers into six different categories and for every category there are certain benefits. The categories are:

1. Platinum Ace
2. Platinum
3. Diamond
4. Gold
5. Silver
6. Bronze

#### How to be a 'ধন্সবাদ' customer

| Age on Network  | Last 3 months usage average<br>(BDT excl. Supplementary Duty (SD) + VAT) |           |            |              |
|-----------------|--|-----------|------------|--------------|
|                 | < 301  | 301 - 800 | 801 - 1800 | > 1800       |
| -               |  |           |            |              |
| < 3 Months      | Bronze   | Bronze    | Bronze     | Bronze       |
| > 3 - 12 Months | Bronze   | Silver    | Gold       | Diamond      |
| 13 - 36 Months  | Bronze   | Gold      | Diamond    | Platinum     |
| > 36 Months     | Bronze   | Diamond   | Platinum   | Platinum Ace |

**Table 4: Categories of Robi Dhonnobad Customers**

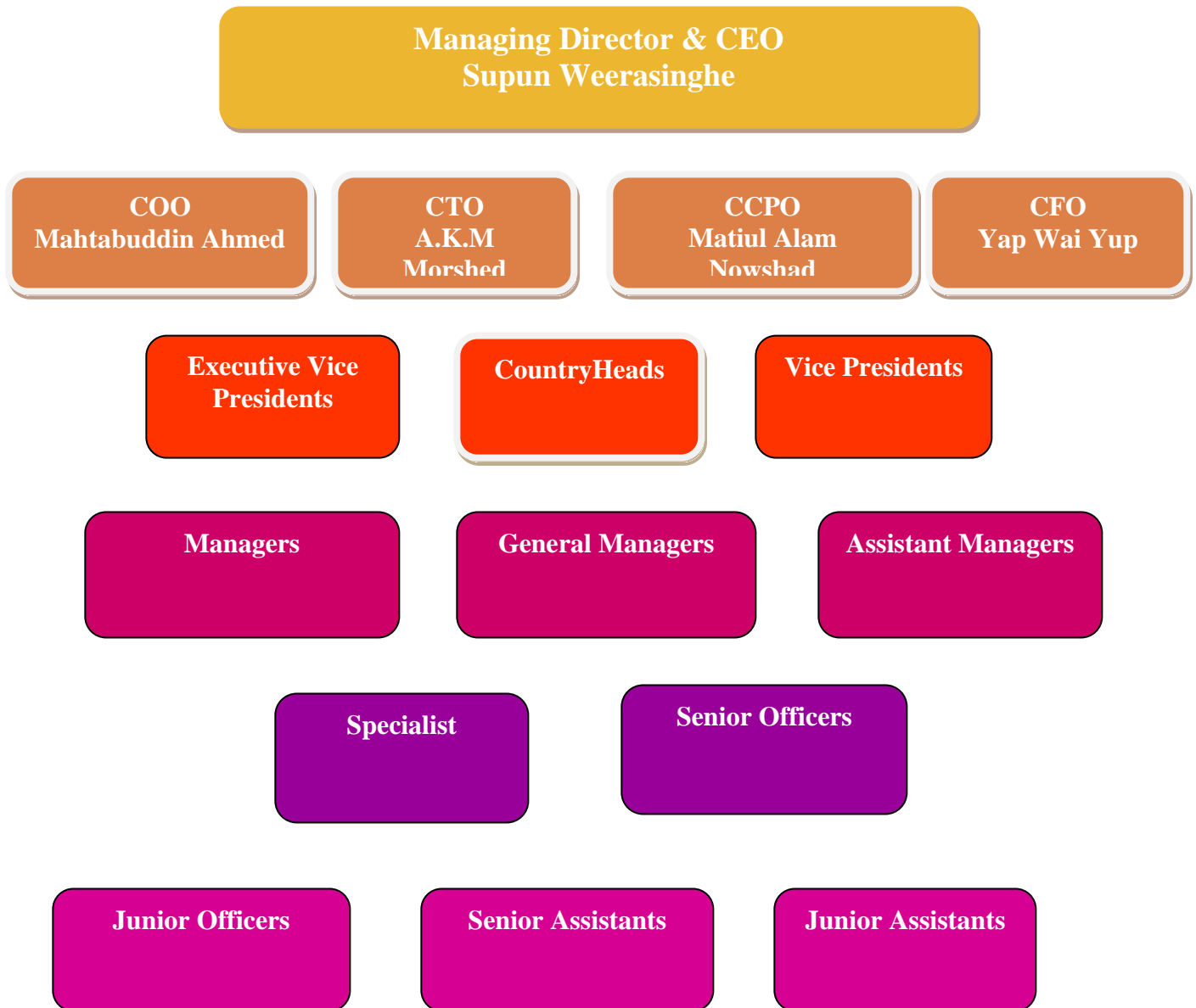
## **Divisions of Robi Axiata Limited**

There are several divisions in Robi and they are:

1. Human Resource Division
2. Finance Division
3. Market Operation Division
4. Corporate Strategy Divison
5. Corporate and Regulatory Affairs
6. Enterprise Project Management Office (EPMO)
7. Digital Services
8. Technology Division
9. Internal Audit

## **Operational Network Organogram**

Robi Axiata Limited has a scrupulously structured towering organogram with allowing each division to work independently within the set of guideline by higher management. The organogram hierarchy is given below:



**Figure 3: Robi's Operational Network Organogram**

## **Principles and Purpose**

Robi Axiata Limited mainly follows three guiding principles. These principles identify the company's purpose and keep the employees activities right on track. (Robi Corporate, 2016)

### **✓ Uncompromising Integrity:**

- We will be legally, ethically and morally correct.
- Our conduct will be fair and honest.
- We will listen, seek understanding and encourage open dialogue
- We will be passionate in pursuing our beliefs.
- We will treat others with dignity, valuing and benefiting from diversity.
- We will be accountable for our actions and behaviors on fellow employees, customers, shareholders, and the communities in which we operate.
- We will be courageous in sharing our work and bold to learn and improve from our mistakes.
- We will adhere to our Code of Conduct, protect and uphold it.

### **✓ Customer at the center:**

- We will be customer centric delivering their needs in terms of value, quality and satisfaction.
- Our customer focus will be unrelenting in creating positive experience, at every point of interface, sale and post-sale.
- Simplicity will be the key for the customer to learn about us, buy from us, and get support from us whenever, wherever.
- We will strive for continuous innovative solutions in every sphere of our work.
- We will engage with the customers to know their demands and design our actions to care for them better than our competitors can.
- We will not be distracted from creating and providing value for our customers.



## ✓ I Can, I Will

- Ensure our efforts produce desired results.
- Seize opportunities at the right time and execute them on time.
- Go beyond our scope, strive for and achieve excellence.
- Do what it takes to ensure delivery of results not waiting for delegation.
- Go that extra mile, setting ambitious goals to ensure our efforts bring success.
- Have the courage to say and do what it takes in order to ensure success.

## **Corporate Social Responsibility**

Corporate social responsibility (CSR) is very important for a company nowadays and it is increasingly important to a company's competitiveness. This CSR activity shows the company's efforts and concern about improving the society in some way. This effort can be donating money to nonprofits to implement environ-friendly workplace. It also help to encourage more about doing voluntary work as social and environmental responsibility and by doing this company take a special place in consumers mind. By this way they can also create the confidence and level of trust in business. Corporate responsibility is one kind of strategic tool for the company to make a sustainable business environment. Robi focuses on ICT-Education, mainly for young generation by developing the digital competence and inclusion of people. Robi also providing technology-based solutions for better healthcare and environmental management. Robi always ready to empowering people so that they can lead their life as well as can help the nation with their work. (Corporate Responsibility, 2016) Some of the CSR activities of Robi are:

**Water for Life:** Main objective of this campaign was to create the importance of saving water for the future. To convey the message, Robi provides free drinking water for the passengers and visitors of Kamlapur and Airport Railway Station on the World Water Day of 2016. Robi also displayed awareness messages across the stations and the volunteers engaged with people to make understand the issue of water saving.

- **Gori Nijer Bhabisshot:** The project was in partnership with the UCEP Bangladesh. UCEP stands for Underprivileged Children’s Educational Programs. With this project Robi-UCEP provided ‘free’ technical training to help the underprivileged youth to build their own future. Around 500 underprivileged boy and girls in Chittagong got the training on mobile phone servicing, electronics, and sewing machine operation for RMG sector.
- **Internet4U:** This campaign was for college and university students across the country. With this campaign they tried to teach students about “proper and safe” use of internet through interactive sessions and live demonstration.
- **10 Minute School:** This is an online platform that offers comprehensive study solutions anytime, anywhere with “free of cost” for JSC, SSC and HSC students, university admission seekers, and university students. The website [www.10minuteschool.com](http://www.10minuteschool.com) offers free admission guidance and model test options for all leading public and private universities of Bangladesh.
- **Other Supports by Robi:** Robi always standing by people during natural disasters and also support the special children. As a socially responsible company, Robi proactively engages in activities that support social causes.
- **Robi Support SDGs:** Robi supports the UN declared Sustainable Development Goals (SDGs)





## Chapter 3: Job Overview

## **Designation: Intern in the Social Media Team of Brand and Market Communications (Market Operations Division)**

I was assigned as an intern in the Social Media Team of Brand and Market Communications Department which is under the Market Operations Division. The primary objective of the market Operations Division is to create and execute a set of targeted strategically marketing plans. Under the Brand and Market Communications Department are four core teams who are solely responsible for running the show. The teams are:

### **1. Creative Media:**

Responsible for creating valid ideas for different quarterly seasons.

### **2. Performance Management Team:**

Responsible for fixing a budget on the campaigns and evaluating and observing the possible success of the campaigns.

### **3. Media Buying:**

Responsible for marketing the campaigns through the print or broadcast media, road side banners and any other platforms which would require physical space and duration.

### **4. Social Media Team:**

One of the branches and is responsible for creating online ads and communicating with customers through different online platforms. This team is also responsible for collecting data of different online ads and making strategic decisions. My task was to collect precise data from different media platforms and forward to the relevant person. And also was heavily involved in different other tasks which I would explain in this paper sequentially.

## **Core Responsibilities**

In other words the Social Media team acts as the face of Robi in the world of online Media and that makes everyone in the team very busy in a taxing way. My case was not any different than the others. Every day I was assigned some tasks and was expected to deliver. By the end of my internship period, I was able to cover many of the smaller tasks that took up a lot of time of the managers in the strategic planning department. The responsibilities that were handed to me were as follows:

**First Step; Observe and Understand:** This was my first primary task and was advised to follow strictly. The Social Media team can be summarized in two simple words “analyze and execute”. I was advised by my senior team to closely follow the different marketing ads and trends and understand how it is made and the ground work needed to execute these campaigns. I was also advised to compare those campaigns which had similar themes but are from other operators. For an example, Robi’s ads try to make a deep connection with the people through a national cause and create a conversation. Whereas GP focuses in depicting a deep loving connection of a mother and son on a social cause. Both the strategies are different but have one motive which is to connect and leave an emotional touch on the viewers.

**Campaign Analysis and Data Collection:** After the completion of the first task, I was given a small basic training and advised to closely follow and observe the activity data in the different media platform which are being heavily used to reach online customers. Data suggests that the number of subscribers and potential subscribers can be given proper service and attention respectively, through online media platforms. And the number of online interaction has risen since the availability of 3G internet connection at a cheap rate.

Based on my observation the Social Media Team focuses on a number of goals, such as:

1. Increasing website traffic
2. Boosting pages posts and views
3. Building conversions
4. Raising brand awareness
5. Creating a brand identity and positive brand association
6. Improving communication and interaction with key audiences

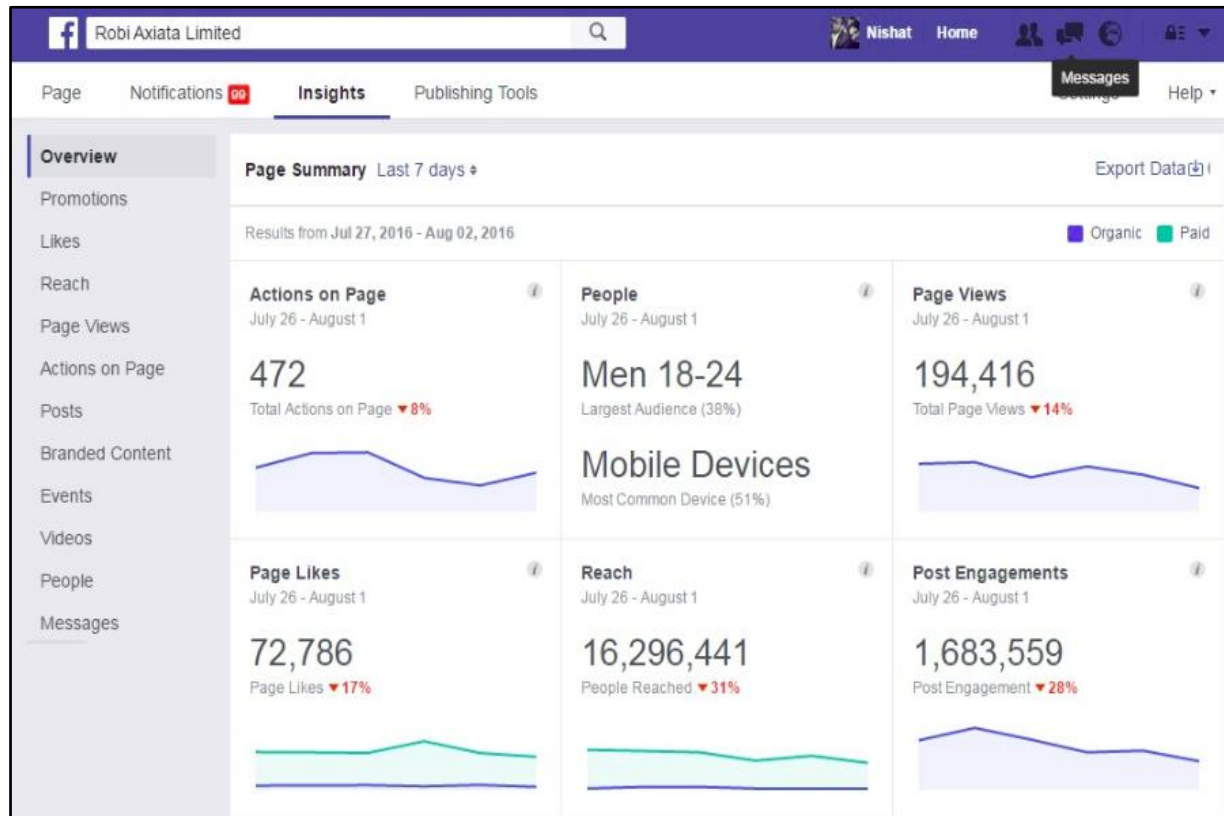
For establishing these goals they measure their social media ROI. The Social Media Team heavily depends on big platforms like;

- ✓ Facebook
- ✓ YouTube
- ✓ Instagram
- ✓ Google
- ✓ Twitter

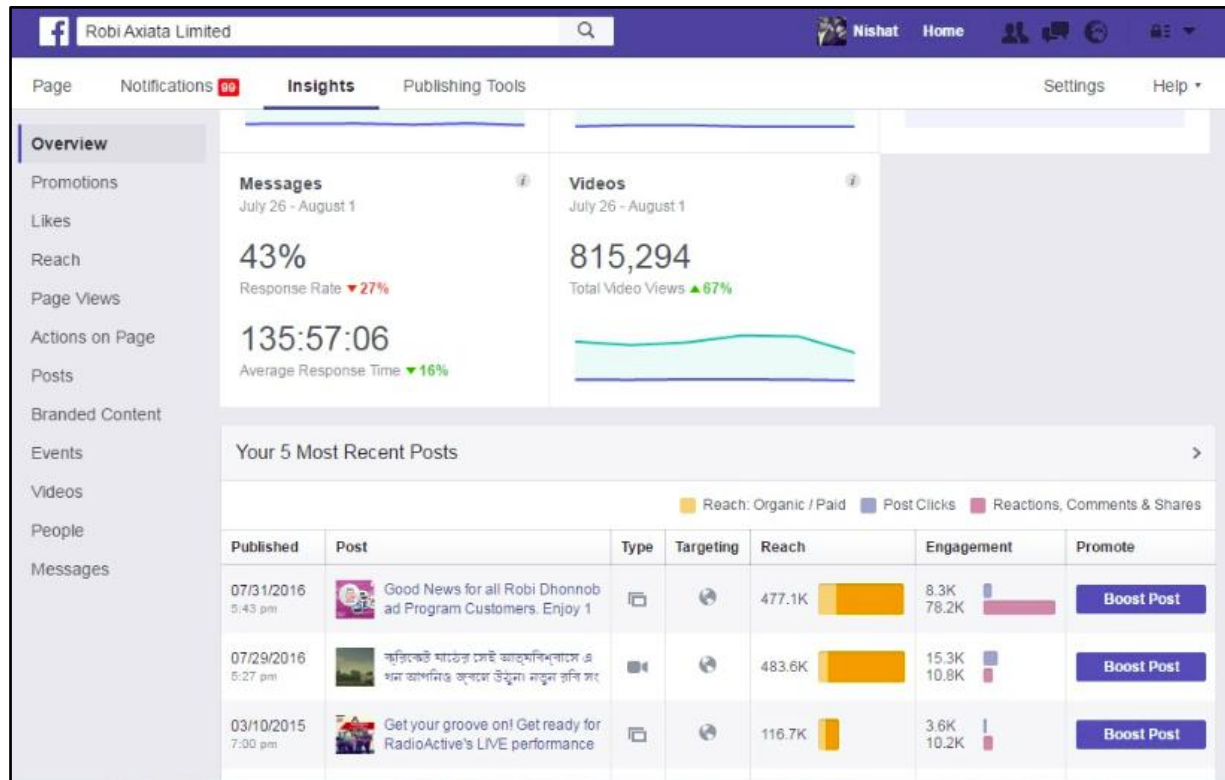
We have focused on utilizing these big platforms in a very cost effective and intelligent way to reach as far as possible to the soft leads. Here is the summary of the primary guidelines that we followed to make a post, video and content reach out as far as possible:

- **Planning:** As mentioned previously, we build a social media marketing plan and consider keyword research and brainstorm content ideas which are relevant to the seasonal campaigns that would be an interest to our set of target audience.
- **Interactive Visual Posts:** I have observed that Post with relevant interactive images receive more likes and tend to be conversation starters. This is one segment which is paid most attention.
- **Buzzing Content:** No post is complete without a catchy Title which stands out amongst the rest. As social Media pundits say, “Content is King”. We surely take our time to put the right content at the right time for effective Return of Investment. For an example, the hashtag post #AmarDosto has been received well by the audience on the friendship day. Here are some images which I have collected to present to the team and advise the position of some posts which have been placed in different platforms.

**Image 1.1:** Presents the last 7 days data flow of a set of targeted viewers who have been engaged on a set of specific ads in Robi's Facebook page.



**Image 1.2:** Present the tools that we use to boost a one or multiple posts to achieve the ROI set on a particular campaign.



Robi has been focusing on creating useful, instructive and informative videos for their viewers. And here is an example of one of their campaign,



**Image 1.3:** Presents a short view of the Campaign Robi 360 video Visual page from YouTube.



**Image 1.4:** Present the critical data which has been collected to make different startetgical descisoins. These descisions are vital for shaping the campaigns success

|   | TOTAL VIEW    | Engagement |
|---|---------------|------------|
| <a href="#">Robi Cricket 360 Promo</a>  | 729           | 4          |
| <a href="#">obi Cricket 360   Sabbir Rahman</a>   | 12,932        | 127        |
| <a href="#">Robi Cricket 360   Al- Amin Hossain</a>   | 8,401         | 53         |
| <a href="#">Robi Cricket 360   Tips &amp; Techniques</a>  | 226           | 4          |
| <a href="#">Robi Cricket 360   Part 01(Mehrab Hossain, Jr. &amp; Sabbir Rahman)</a>             | 2,046         | 14         |
| <a href="#">Robi Cricket 360   Part 02(Mehrab Hossain, Jr. &amp; Sabbir Rahman)</a>             | 570           | 3          |
| <a href="#">Robi Cricket 360   Part 03(Mehrab Hossain, Jr. &amp; Sabbir Rahman)</a>             | 517           | 7          |
| <a href="#">Robi Cricket 360   EP 01(Shamim Ashraf Chowdhury &amp; Javed Omar)</a>              | 793           | 8          |
| <a href="#">Robi Cricket 360   EP 02(Shamim Ashraf Chowdhury &amp; Mohammad Monjurul Islam)</a> | 1,033         | 7          |
| <a href="#">Robi Cricket 360   EP 03(Shamim Ashraf Chowdhury &amp; Mohammad Rafique)</a>        | 2,059         | 10         |
| <a href="#">Robi Cricket 360   EP 04(Mehrab Hossain, Jr. &amp; Shafiul Islam)</a>               | 936           | 7          |
| <a href="#">Robi Cricket 360   EP 06(Shamim Ashraf Chowdhury &amp; Habibul Basha)</a>           | 1,360         | 11         |
| <a href="#">Robi Cricket 360   EP 09(Mominul Haque)</a>   | 4,477         | 36         |
| <a href="#">Robi Cricket 360   EP 11(Mehrab Hossain, Jr. &amp; Mehedi Hasan)</a>                | 2,007         | 15         |
| <a href="#">Robi Cricket 360   EP 12(Miraz)</a>   | 2,373         | 13         |
| <a href="#">Robi Cricket 360   EP 13(Mehrab Hossain, Jr. &amp; Anamul Haque)</a>                | 6,190         | 77         |
| <a href="#">Robi Cricket 360   EP 14 (Enamul Haque Jr.)</a>                                     | 2,309         | 33         |
| <a href="#">Robi Cricket 360   EP 15 (Nasir Hossain)</a>  | 10,693        | 112        |
| <a href="#">Robi Cricket 360   EP 17 (Shamsur Rahman Shuvo)</a>                                 | 944           | 16         |
| <a href="#">Robi Cricket 360   EP 18 (Nazmul Hossain Shanto)</a>                                | 1,022         | 12         |
| <a href="#">Robi Cricket 360   EP 16(Soumya Sarkar)</a>   | 78            | 11         |
| <b>total</b>  | <b>61,695</b> | <b>580</b> |

## **Other Responsibilities**

Apart from collecting data and forwarding it to relevant team members, I have been involved in different meetings with the team where we have discussed and executed a dinner session with the winners of Ultimate Fans. I was also lucky enough to attend workshops with companies like:

**Google:** In this work shop, Google showed us how we could use their resources and bid on certain keywords in order for their clickable ads to appear in Google's search results. Since Robi have to pay for these clicks, we have been advised to make smarter decisions on the number of relevant keywords to be used for an effective search results.

**YouTube:** As people are visual creatures. Using engaging videos appeals to the passive learning aspect of human behavior and appeals to our visual nature. This is why YouTube has advised us to make more relevant videos based on our quarterly seasons. We could then use the data of these videos and could decide whether we could have them broadcasted on different other medias. This is a great idea as this would bring down the cost of other marketing mediums apart from online.

## **Critical Observations and Recommendation**

This is really hard to recommend something for such a reputed and well established company. As an intern at Robi Axiata Ltd. I had the chance to observe different phases of the company activities in these three months of internship period and based on my experience I want to recommend something which are given below:

The first thing I noticed that department was not ready enough to welcome an intern. On my first week, I didn't get my laptop with internet connection. After joining there I had to ask them for the laptop. Luckily my supervisor was friendly enough and he had done all those formalities to get a laptop with internet connection. So, in my first week at office I just observed my team members activities. When I finally got the laptop but I could not access to Facebook, YouTube and many other work relevant websites. Because Robi doesn't allow their interns to access internet and if they allowed so that has to be by blocking some particular websites. In order to

meet my job responsibilities, I really needed the permission for using some particular social media websites. I asked my senior colleagues and they helped a lot to get rid of this situation. It took almost another two weeks for getting the access. It was not easy to get the permission as it has to be approved by my own Department Manager, HR department and IT department. Still I managed to work through the mobile internet access of my colleagues.

In this case, I would like to recommend to Robi that they must give some laptops in each department as in every quarter they are taking interns almost for every department. They can also give the approval of using relevant websites in advance what interns may need while work. By this way Robi can save the time of interns as the internship period is very limited.

Secondly, the software and condition of laptops weren't much updated. For this reason sometimes it became very tough to finish my task within the timeline. So, Robi needs to upgrade their laptops and update the software so that their employees and interns can perform more effectively and efficiently.

Lastly, as I worked under Social Media team of Brand and Communications Department under Market Division and I noticed one thing very much which was misunderstanding and misleading of instructions among their departments as well as with their external agencies. To minimize this problem, I would like recommend they should arrange a monthly meeting or discussion session with internal departments and also with the external agencies. By this way they can save a lot time and money. And also most of the time the team doesn't have the options of archiving or storing the data in the cloud. This is a huge risk which the team is taking as these vital data can be lost anytime with backup and what not.



## **Chapter 4: Campaign Analysis and Response**

## **Marketing Campaigns of Robi**

*“A specific, defined series of activities used in marketing a new or changed product or service, or in using new marketing channels and methods.”*

Marketing campaigns is the main method of both communicating with the market and to reinforce the positioning of the brand, and also for customer acquisition. Robi’s marketing campaigns follow a theme and include a series of touches with the market. Most of the campaigns create a buzz in the market and most of the time, these ads are sought after. Here are some of the mediums used by the marketing team of Robi for recognition:

- ✓ Online media, including interactive ads and banners on websites
- ✓ Print media
- ✓ Social media
- ✓ Publicity
- ✓ Email
- ✓ Radio
- ✓ Television
- ✓ Telemarketing
- ✓ Events and trade shows
- ✓ Search engines
- ✓ Outdoor media

## **Types of Campaign in Robi**

To achieve more over a short span of time is currently the new trend that is shown by small and large companies. Having said this, sorting and organizing the campaigns before production is a vital step. This is because we want to achieve measurable results with the marketing effort. And we treat every single one of your marketing activities as a marketing campaign. Here are types of the Marketing Campaigns that Robi does to organize and channel its efforts for a greater reach.

1. **Product Campaigns:** Campaigns which focuses on special offers and packages. The campaigns boost the growth for a period of time. For example: Winback Q2.
2. **Thematic Campaigns:** As the title depicts, this is a Theme Based campaign which focuses on a theme which may be Temporary or depends on a season. For example: “Robi Fast bowler Hunt”
3. **Social Media Campaigns:** This is a Social Medium campaign which heavily uses the online landing pages. For example: Mother’s Day or any special occasions.

## **Winback Offer**

There are times when mobile operators execute one or two products through a campaign to win back their former subscribers. These campaigns are very aggressive and also carry a secondary motive which is to gain new subscribers. Robi’s **Winback Offer** launched in the Quarter 2 session. So it is also known as **Winback Q2**. Winback is the name of the product which carries interesting tempting offers. Robi runs this campaign with different offers every year to boost their number of subscribers. Campaign for this offer is known as a **Product Campaign** by Robi’s Brand and Market Communications Department.

## **The Package**

Winback Q2 campaign commenced on the 24<sup>th</sup> of April, 2016 and ended on the 10<sup>th</sup> of August, 2016. This offer is mainly for all Robi silent prepaid customers excluding Postpaid, Uddokta, Easyload and Corporate connections.

Subscribers who haven’t used their subscription for more than 60days are eligible to avail this offer. It’s a welcome back offer with 100% bonus in any recharge amount, along with lifetime validity of 1paisa/second call rate to all number along with 1 GB internet @9TK. To avail all

these offers silent customers have to recharge 9/29TK. Subscribers would have the luxury of these offers after the successful recharge.



## **Detail of the Winback Q2 Offer**

### **1. Lifetime Validity:**

- Only those silent prepaid customers can enjoy this offer who are not using their connection at least 60 days or more than that.
- Without 9/29TK recharge, the default call rate is 18p/sec.

### **2. 100% Robi to Robi Bonus on Any Recharge:**

- After recharging 9/29TK, customers will automatically get 100% Robi to Robi bonus minute on their next recharge amount. Validity of this bonus is 2days only (For example if a customer recharged 9tk at first and after that again recharge 5tk then customer will get 5minute Robi-Robi bonus with 2days validity)
- 100% bonus validity is 10days for 9TK recharge and 30days for 29TK recharge. It means if customers recharge 9TK at first in that case they will get the 100% Robi-Robi bonus minute on any recharge amount within next 10days. Like this

way if customers recharge 29TK at first then they will get the Robi-Robi bonus minute offer through any recharge within next 30days validity time.

- After 10/30days of validity period, to get this offer again customers need to recharge 9/29TK.
- The bonus talk time minute can be used only for Robi-Robi call.
- 100% bonus minute is applicable for any recharge except 8TK, 33TK, 41TK, 59TK, 91TK and 229TK.

### **3. 1 GB Internet @9TK:**

- Get 1 GB pack on 9TK recharge excluding (3% SD+ 15% VAT+ 1% surcharge= 10.75TK)
- This offer is only available for EasyLoad recharge. After recharge dial \*8666\*090# to get the pack.
- Validity of this pack is only 7days and after finishing the time customers can avail this offer again for once in a week through dialing the USSD code.
- Use time 12 am to 12pm.
- To check data balance dial \*8444\*88#

### **4. Special Instructions of This Offer:**

- The offer will be start within 72 hours of any chargeable action after activating the sim

## **Objective of This Campaign**

The aim of this campaign is to get the silent prepaid customers connected again to Robi's network. Robi has created these offers to bring an interest and motivation for silent customers to return back to Robi's network. Through this way Robi also earns a boost in their sales as well as an uplift in their brand recognition.



## **Target Audience**

The marketplace is changing: customers are becoming more demanding, and competition is becoming more intense. It's becoming increasingly difficult to differentiate one business from another. A good number of silent subscribers who have moved to a new subscription of a different mobile operator for one or more reasons. These customers are price conscious and always in the lookout for a special deal. These customers tend to have one or more connections from various subscribers. There are also a set of silent subscribers who come back to robi for these offers only and when the purpose is met may tend to not use the subscription again. This is not an age restricted product, but the popularity was mostly found with young subscribers. Winback Q2 is a great offer and fulfills the quench of a good offer for those customers who are always in the look out of a good deal.

## **Market Segment**

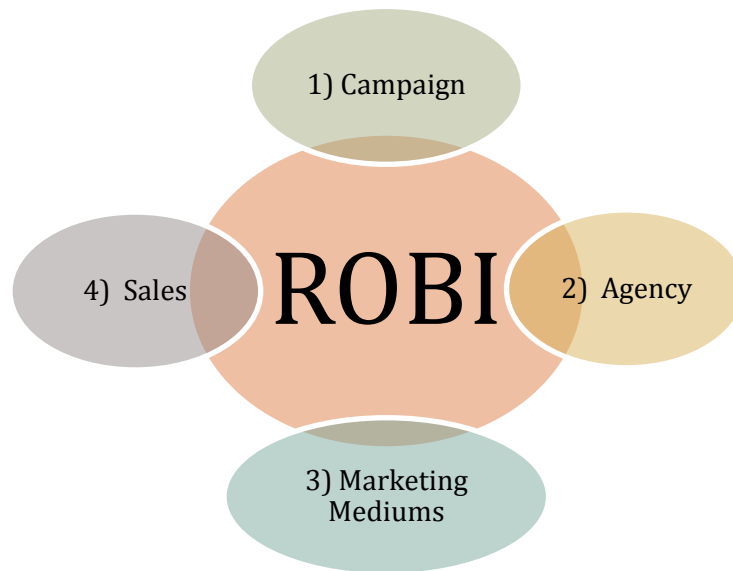
The market segment of Winback Q2 offer is given below:

| <b>Market Segment</b> | <b>Variables</b> | <b>Concentration</b>  |
|-----------------------|------------------|---|
| <b>Demographic</b>    | Age              | 18-60years  |
|                       | Gender           | All genders   |
|                       | Religion         | Redundant   |
|                       | Nationality      | Bangladeshi   |
|                       | Race             | Redundant   |
| <b>Geographic</b>     | World region     | Asia  |
|                       | Country          | Bangladesh  |
|                       | Cities           | Both urban and rural area   |
|                       | Density          | High  |
|                       | Climate          | Redundant   |
| <b>Psychographic</b>  | Social Class     | Lower class, Lower-Middle class, Upper Middle class and Upper class |
|                       | Lifestyle        | Urban, Rural and even far villages according to consumer preference |
| <b>Behavioral</b>     | Benefits         | Quality   |
|                       | Loyalty Status   | Strong due to brand value   |

**Table 5: Market Segment of Winback Offer**

## **Method of Contact**

As discussed in other chapters of this internship paper. Robi's runs these campaigns through agencies who run ads online and in other medias to achieve sales and customers. The strategy which has been used here for this campaign is to first broadcast the ads on TV and also post ads on the print medias. Simultaneously Online ads were placed later on the basic social platforms like Facebook, YouTube, Instagram.



**Figure 4: Method of Contact**

Robi's Brand and Market Communications Department do their digital marketing campaigns with the help of many digital marketing agencies and they are:

- StrateGeek Digital
- Soft Wind Tech
- Green & Red Technologies ( G&R)
- VU Mobile

Robi has partnership with these four agencies that promote their ads on digital media platforms, track customers response, boost up ads and also deliver reports on campaigns after completing the timeline of campaigns.

## **Marketing Mix**

Robi has a set of controllable tactical marketing tools and strategies which they use to achieve the response they want from the target market. In short Robi isn't scared to try anything to influence the demand for their product.

For this campaign, Robi focus on the main 4Ps of marketing mix. Marketing mix or 4P's of marketing mix are combination of product or service, price, place and promotion. Besides these there are another 3Ps which are packaging, positioning and people. As customers demand and product markets are changing rapidly, Robi must revisit the 7Ps frequently to make sure they are on track and achieving maximum results for them.

### **✓ Product**

Robi launched Winback offer to the target market for attention, acquisition and recurring consumption. These products are meant to satisfy the want of a boost.

### **✓ Price**

The most interesting part that Robi has deeply worked on. To attract customers, Robi has have offered a meaningful and very much affordable package for silent customers. Winback's success is mostly due to the price it offers. Customers can get the offer by recharging only 9/29Tk.

### **✓ Place**

Anyone or anywhere who has a subscription which they haven't used for more than 60 days can avail this offer.

### **✓ Promotion**

Robi provides different types of service in its market as products. In the telecommunication business, coverage and quality is moreimportant than the number of product or service offered. With its best coverage and good quality Robi has become the number three mobile operator in Bangladesh. To promote this offer Robi use advertising and SMS marketing method for promoting this offer.

- Advertising:** Robi controls the message with “ FIRTE HOLE ROBI-TE FIRUN” and “ COME BACK TO ROBI AND ENJOY”. By making this advertisement Robi is successful to communicate with mass people. For example, ads for television, newspapers, magazines, poster and different websites along with some of the social media platforms. Though it’s a short term campaign but because this advertisement on the mass media, carries a brand image very effectively.



- SMS Marketing:** Robi also promote this offer to their direct customers with SMS marketing. It’s a cost effective way and also trackable with high read rate. As people nowadays are always remain with their cell phones, so it’s a great way to let them know about new offers with website link.

## **Approaches To Positioning Through Brand or Service**

### **✓ By product or service attributes an benefits:**

For the positioning of Winback offer Robi has approached by service benefits. With this offer Robi has shown the customers that it's the best the time to come back to Robi connection by availing the best offer in market. Here they have also confirmed about how much benefited customers can be if they re-active their connections.

### **✓ By price or quality:**

Robi's main focus for this offer is on recharge rate and validity time they provide. Price is the main competitive advantage of this offer. They have offered the lowest price rate to come back offer which is 9TK and also offer 29TK. Customers have options to choose in between these price rate according their preference.

### **✓ By use or application:**

Robi has directly promoted this offer for their silent prepaid users. In the TVC and newspapers, magazine ad Robi has showed every details about the offer and also the whole process to avail this offer. So it can be said that they have positioned this Winback offer by its use or application.

### **✓ By competition:**

Robi has established the best come back offer over the competitors. They have showed that how they are offering better than any other competitors in market.

## Robi's Role as an Advertiser

### Advertising Industry:

#### ✓ Advertiser:

Advertiser is an organization or a company which places an advertisement for their products or services to attract the target customer. Here Robi Axiata Limited was the advertiser who placed an order to make a TVC one of the best ad-making agencies named “Bitopi Advertising Ltd.”



#### ✓ Advertising Agency:

Advertising agency is that organization or company which makes advertisement for the advertiser as a contract basis. Here “Bitopi” is the advertising agency who made TVC concept of Winback offer for Robi. Besides making TVC Robi also have contract with some digital marketing agencies who make static ad to post on their social media accounts. For this they contact with “ Strate Geek Digital” agency team.

✓ **Media and Supplier:**

Agency had to deal with the model of TVC and all other things what better matched with the concept of the campaign.

## **What Agencies Had Done?**

✓ **Planning and Co-ordination:**

Agencies mainly planned the and coordinated TVC as a concept which at first they sent to Robi's Brand and Market Communications Department for checking and to be approved. After getting final approval agencies made the TVC.

✓ **Budget and Administration:**

Before started making a TVC, Robi had to set with the agencies for making the budget and other administration process of the advertisement. Undoubtedly Robi kept a huge budget to successfully go through all the process of advertisement.

## **Budget and Costing**

To create a fantastic TVC advertisement, agency had to sign up with celebrities, fix a spot, manage costume and run the whole set. The accurate total budget and cost of the advertisement making is very confidential. But the initial budget was 2million (20lakh taka) according to Robi's Social Media Team.

## **How The Campaign Supported Pull Strategy**

Pull strategy is pulling or dragging consumers towards company's products or service. It's a general sales tactics which is used for pull marketing include mass media promotions, word-of-mouth referrals and advertised sales promotion. This strategy attempts to create brand loyalty and keep customers coming back and it's a short-term sales. Robi also use this strategy to pull their inactive prepaid customers to their service again.



## **Consumer Learning Process**

Whenever any companies launch any product or promotional package or offer, they need to inform or educate the consumers about it. Consumers learn about a product or promotional package through three processes:

- Cognitive learning ,
- Behavioral learning and
- Modeling Learning.

### **1. Cognitive Learning:**

Robi has adopted the cognitive learning process for the campaign of Winback (Q2) offer. If we notice the advertisement of this offer, we can see that they have educated their consumers by giving the information in the advertisement. Robi has made the advertisement of Winback with full of information of the offer like for whom the offer is, what is the recharge rate, how much bonus Robi will provide, how they can be benefited with this offer. The advertisement gives the hint that this offer is only for prepaid users who are not active for a long time. The ad is made based on a story of a breakup couple and the guy wasn't 100% committed towards the relation. When he expressed his desire about coming back to his partner life, at that moment his partner mentioned about this offer. She also mentioned that Robi will give 100% bonus time on any recharge which means that Robi is much committed towards their customers. The waiter of the restaurant also described the rest of the benefits of Winback offer as raise the guy's spirit to avail this offer.

### **2. Behavioral Learning:**

The process that Robi has adopted to inform its customer is informative. Their effort was to get the attention of the consumers by making them learn directly about the offer. We can see that Robi has directly influenced the consumers, not through others behavior and not even by making the consumers used to about the service. So that consumer learning process that Robi has applied for the Winback offer does not follow the behavioral learning.

### 3. Modeling Process:

In many advertisements we can see that, role model or celebrities recommend the products to consumers by stating their views or experience over the product. In the advertisement of Winback campaign of Q 2 session has presented the most popular celebrities Sadia Islam Mou and Adil Hossain Nobel. They are the most admirable and popular duo of the Bangladeshi advertising industry. For this advertisement Mou and Nobel paired up after 15years. It has also created a buzz among the people of Bangladesh. (The Daily Sun, 2016) The concept of this TVC is the “perks of coming back”. In this ad we have seen that Mou is giving information about the offer to Nobel and also recommending him to go back Robi.



## Specific Competitors' for This Campaign

### Grameenphone's Surprise On Return:



Prepaid customers of Grameenphone (except ERS and BPO SIM) who are not using their connections since 23<sup>rd</sup> April 2016 or before can avail the 0.50 paisa/second to any GP number (12am to 05pm) and 1 paisa/second to any other numbers (24hours) and 2 GP-GP MMS (3days validity) for 30days by recharging exact 29TK. Customers can also enjoy 29MB pack within this offer with some special conditions. This campaign starts from June, 2016. (Grameenphone Offer, 2016)

## Banglalink's Mishti Offer:



**বন্ধ সংযোগ খুললেই মিষ্টি অফার**  
বাংলালিংক বন্ধ সংযোগ চালু করে ৳১৯ রিচার্জ করলেই

**4000MB**  
ইন্টারনেট একদম ফ্রি

সাথে বাংলালিংক নাম্বারে **২৫** পয়সা/মিনিট  
অন্য অপারেটরে **৬০** পয়সা/মিনিট  
১০ সেকেন্ড পালস প্রযোজ্য, এছাড়াও ৬ টাকায় 500MB



This campaign is available for all Banglalink prepaid and call & control customers (excluding i'top up) who are not using their connection at least 30days or more and still inactive. All unused customers can enjoy total 4000MB free internet upon reactivation with 19TK recharge. After reactivation with every 19TK recharge customers will get 200MB free data and they will be given free data max 20times (20 x 200MB = 4000MB). Besides that customers will also enjoy 25 paisa/min call rate to any Banglalink number and 60 paisa/min to any other local numbers for 24hours (10second pulse applicable) and can also enjoy 500MB internet only at 6TK. Banglalink starts the campaign on July,2016. (Banglalink Offer, 2016)



### Airtel's Winback Offer:



Airtel comes with a winback offer for their unused prepaid customers. To see the eligibility for getting this offer customers need to dial \*222\*2#. All silent prepaid customers can enjoy free 3GB internet as well as 0.5 paisa/sec to Airtel and 1paisa/sec to other numbers call rate for 24hours. They can avail this all benefits on first recharge of 19TK. (Airtel BD Offer, 2016)

### Competitive Advantage

Robi updated their Winback offer for quarter 2 to grab the attention of customers over the competitors. They have showed that how they are offering better rate than other competitors. The competitive advantage of Winback Q2 is getting maximum benefits by investing less. The reason is, every operators are giving recharge based offer and from all of them Robi has to provide the best offer. The reasons why Robi Winback is best than other operators is given below:

Robi Winback gives you **more freedom** than any other operator

|                     | Grameenphone | Banglalink | Airtel  | Robi       |
|---------------------|--------------|------------|---------|------------|
| Recharge for tariff | BDT 29       | BDT 19     | BDT 19  | BDT 9 & 29 |
| Validity of tariff  | 30 Days      | 10 Days    | 30 Days | Lifetime   |

**100% Bonus on any Recharge**

**Lifetime 1p/s**

জ্বলে উঠুন আপন শক্তিতে

**Table 6: Recharge Rate and Validity of Different Operators**

There are many more advantages and those are:

| Operator's Name | Call Rate of Own Operator | Call Rate of Other Operators | Free Internet Pack with condition | 100% Fee Talk-Time on Next Recharge |
|-----------------|---------------------------|------------------------------|-----------------------------------|-------------------------------------|
| Grameenphone    | 0.50 p/sec                | 1 p/sec                      | 29MB                              | Not applicable                      |
| Banglalink      | 25 p/sec                  | 60 p/sec                     | 4000MB                            | Not applicable                      |
| Airtel          | 0.50 p/sec                | 1 p/sec                      | 3GBMB                             | Not applicable                      |
| <b>Robi</b>     | 1 p/sec                   | 1 p/sec                      | 1 GBMB                            | Applicable                          |

**Table 7: Other Advantages of Different Operators**

## **SWOT Analysis of Winback offer**

### **1. Strengths:**

- ✓ The campaign has a very remarkable competitive advantage.
- ✓ The celebrities of this campaign make a huge difference than others competitors campaign.
- ✓ To grab the offer there are two options for recharging is strength too.

### **2. Weakness:**

- ✓ It's a recharged based offer. Consumers need to recharge the exact amount.
- ✓ There are some conditions for using the offer benefits.
- ✓ The offer used only one type static campaign for making poster and for digital social medias.

### **3. Opportunities:**

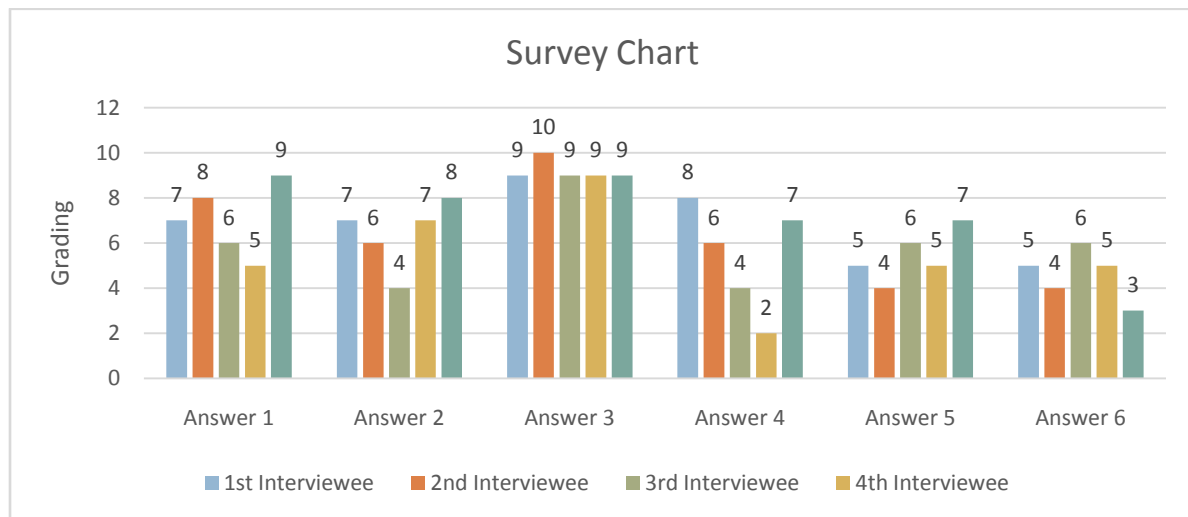
- ✓ The concept of the promotion is very interesting and can make sequence of the story for their next Winback offer.
- ✓ There are many inactive customers who is looking for more better offer than Winback Q2 offer.

### **4. Threats:**

There are many competitors in market who are also trying to welcome back their silent customers by giving more less call rate, free talk-time minutes, free SMS , free MMS and free internet pack.

## **Response on Winback Campaign**

One of the most critical aspects of improving the success of a marketing campaign is tracking responses. These responses can be used to evaluate the success of a campaign and also to maintain a valuable data of leads. Campaign response tracking is the process of collecting data that identifies customers who have responded to a communication from a campaign program via a specific channel such as email, direct mail, SMS messaging, and telemarketing.



**Figure 5: Response Rate on Survey**

Question 1) Is Winback Q2 a good offer?

Question 2) How is the experience of this offer?

Question 3) Did you like the TVC ad of Nobel and Mou?

Question 4) How is the customer Service of Robi?

Question 5) How often do you use Robi?

Question 6) Do you understand the language of offer in campaigns?



- Robi aggressively tracks the data down that flows in from different sources. The results can help Robi do the following Tasks:
  - ✓ Determine how effective a campaign program was at driving responses.
  - ✓ Determine which creative triggered the most significant response.
  - ✓ Perform analysis to determine future segments to target in a campaign.
  - ✓ Optimize overall campaign performance by using more targeted campaigns to increase responses and improving return on investment (ROI) by reducing the cost per piece and per response.
  - ✓ Recurring sales and up-selling.

From this small survey we can see that the offer is on average a good offer to customers and the TVC is also very successful. But on the other hand the language of the offers in campaign is not clear enough and easy to understand for customers and they need to take the customer care's help.



## **Chapter 5: Findings and Recommendations**

## **Findings**

Findings from this campaign are stated below:

- ✓ To make the advertisement campaign more attractive and hit it is needed to find out the relevant theme or story that will match with product and time of release.
- ✓ Signing up the best media personalities can be a blessing for capturing the consumers mind.
- ✓ One offer can also promote other benefits of Robi to their prepaid customers. For example people who never purchase internet packages from Robi also get a chance to experience their internet service.
- ✓ It is very important that an advertisement needs to support the theme or content and should be understandable to all actual and potential consumers. In Winback offer campaign the information regarding benefits are not so easy to understand for all.
- ✓ Advertisement of a product or service has to be in such a way that consumers can recall the ad story and what they had communicated with the ad. So that consumers can be educated about the offer and next time it will be easy for them to understand the offer and differences of previous offer.

## **Recommendations**

As nothing is hundred percent accurate. Based on my three months work experience at Robi I have doing this report on Winback offer. From my depth of observation I have come up with some recommendations which are given below:

- ✓ The campaign could be more successful if the information of the offer is more understandable than the competitors offer. Customers needed to call on help line and post on official Facebook page with their queries about this product.
- ✓ As the TVC did not contain the whole features of this Winback offer, Robi needed to promote the features more broadly in print media so that people can read and know.
- ✓ Robi could boost up their wall post share about this offer more so that it could reach to more people.
- ✓ Robi can go for more different types static ads for printing media and and Facebook, Instagram post to catch different consumers mind.
- ✓ Before broadcasting on mass media like television channel, radio and newspaper Robi can make a trial version on their social media channel to see the response of Robi's own customers and also others. By this way Robi can promote their marketing actives in a cost effective manner.
- ✓ Different teams of the Market Division and External agencies need to sit for making a proper advertising brief, budget, fixing the time phase and allocate the work among the employees. By this way they can save their energy and time more to make a campaign.
- ✓ Robi needs to archive their campaigns reports for future promotional study before making any offer and campaign. They also need to keep it for marketing students who will join in Robi's Market Division. It will be a great help for those final year students to understand the process of making campaign and how to evaluate the campaign in proper manner.



## Chapter 6: Conclusion

## **Conclusion**

Robi's advertising campaign on Winback offer for quarter 2 (May-August) was one of the successful campaigns of 2016 for the company. Besides upholding their existing active customers, Robi also focused on their inactive connection users by providing this service offer. This campaign played a vital role behind their offer campaign. The two main key factors behind the success of this campaign is providing the best deal for silent consumers and attracting consumers potential customers to others with the celebrities Robi signed up for making this ad. Assigning the 90's best chemistry pair Mou-Nobel is the tactful act by the Bitopi Advertising agency. This campaign well presented the company's position among competitors. Robi is going forward with their thoughtful and well balanced product and services. In near future Robi is going to merge with Airtel and after that Robi will be the second largest mobile operators in Bangladesh. That is why Robi is improving their services based on new technology and methods. After completion of my work tenure as an intern, I feel blessed about completing my internship from Robi Axiata Limited. I have learned so many practical things from my colleagues who always remain helpful to me. Robi is also focused on covering the digital marketing channel with their campaigns and services to their customers, and with this Robi has a very shining future ahead.

## **References**

- Airtel BD Offer. (2016). Retrieved from Airtel Bangladesh: <http://www.bd.airtel.com/>
- All ABout BD. (2011, May 1). Retrieved from <https://allaboutbd.wordpress.com/2011/05/01/hello-world/>
- Axiata. (2016). Retrieved from <https://www.axiata.com/corporate/>
- Banglalink Offer. (2016). Retrieved from Banglalink: <http://www.banglalink.com.bd/en/>
- BTRC. (2016). Retrieved from <http://www.btrc.gov.bd>
- Corporate Responsibility. (2016). Retrieved from Robi Official Website: <https://www.robi.com.bd/corporate-responsibility?lang=eng>
- Dhaka Mirror. (2010, March 29). Retrieved from <http://www.dhakamirror.com/business/aktel-turns-into-robi-takes-a-new-logo/>
- Dhonnobad Program. (2016). Retrieved from Robi Official Website: <https://www.robi.com.bd/dhonnobad-program/?lang=eng>
- Grameenphone Offer. (2016). Retrieved from Grameenphone: <http://www.grameenphone.com/personal/offers>
- Hifi Public. (2014, November 30). Retrieved from <http://hifipublic.com/2014/11/06/robi-is-the-2nd-most-socially-devoted-brand-in-the-world/>
- Mobile Subscribers in Bangladesh. (2016). Retrieved from BTRC: <http://www.btrc.gov.bd/content/mobile-phone-subscribers-bangladesh-june-2016>
- NTT DOCOMO. (2016). Retrieved from <https://www.nttdocomo.co.jp/>
- Robi Corporate. (2016). Retrieved from Robi Official Website: <https://www.robi.com.bd/corporate/about-us?lang=eng>
- Robi Discounts. (2016). Retrieved from Robi Official Website: <https://www.robi.com.bd/packages/postpaid/aging-based-discount?lang=eng>
- Robi Internet. (2016). Retrieved from Robi Official Website: <https://www.robi.com.bd/internet/?lang=eng>
- Robi Packages. (2016). Retrieved from Robi Official Website: <https://www.robi.com.bd/packages/prepaid/?lang=eng>
- Robi Packages. (2016). Retrieved from Robi Official Website: <https://www.robi.com.bd/packages/postpaid?lang=eng>

Robi's Press Release. (2016). Retrieved from Robi Official Website:  
<https://www.robi.com.bd/media-room/press-release/robi-tops-the-global-chart-of-socially-devoted-brands?lang=eng>

Star Business Report. (2016). Retrieved from The Daily Star:  
<http://www.thedailystar.net/business/robi-airtel-merger-gets-pms-approval-1263085>

The Daily Sun. (2016, April). Retrieved from <http://www.daily-sun.com/post/131689/NobelMou-pair-up-in-TVC-after-15-years->

VAS. (2016). Retrieved from Robi Official Website: <https://www.robi.com.bd/vas/?lang=eng>

Wikipedia. (2016, August 6). Retrieved from <https://en.wikipedia.org/wiki/Robi>